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J. D.
draft
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COMMODORE COMPUTER- C 16
VIDEO EAST

No reference to peripherals

ie joystick

cassette deck. 1531

drive 1541

printer MPS803

Copyright 1984

double shoot for cartridge + cassette?

Cam pans parts of computers which line floor	ANNCR: FOR BEGINNERS, PICKING OUT A ~~PERSONAL~~ *HOME* COMPUTER, AND LEARNING HOW TO OPERATE IT WITH EASE,...ISN'T EASY. IT CAN BE INTIMIDATING, EXASPERATING, AND FRUSTRATING... IT CAN MAKE ANYONE WITHOUT A MASTERS IN ~~COMPUTING~~ *Computer Science* FEEL LIKE...A DUNCE.

Cam tilts up stool legs to mime's legs to mime who is wearing a dunce hat...turns to cam and looks doleful

Dunce brightens

WELL, NOW (SEARS, K-MART, COMMODORE) HAS THE ANSWER FOR EVERYONE IN THE WORLD WHO NEEDS TO LEARN ABOUT COMPUTERS... WE CALL IT THE WORLD'S LEARNING MACHINE... BUT OFFICIALLY, IT'S THE NEW COMMODORE 16, A FIRST STEP INTO THE WORLD OF COMPUTERS...

Beauty shot of C-16

THERE IS SO MUCH LEARNING BUILT INTO THE C-16, THAT WE THINK IT WILL BE A VERY HELPFUL TOOL FOR YOUR CUSTOMERS. AND AT LESS THAN $100 RETAIL, WE THINK IT WILL BE VERY, VERY HELPFUL...

WHY, BECAUSE FOR LESS THAN THE PRICE OF MANY INTRODUCTORY COMPUTER COURSES, THE C-16 ACTUALLY INSTRUCTS THE BEGINNER OF THE BASICS OF THE MACHINE...AS WELL AS PROVIDING A POWERFUL AND VERSATILE 16K COMPUTER...WE'LL SHOW YOU WHAT WE MEAN AS WE TAKE YOU THROUGH FOUR STEPS IN SELLING THE C-16.

1) C.G.: Qualifying	ONE, QUALIFYING THE CUSTOMER.
2) Benefits	TWO, EXPLAINING THE BENEFITS.
3) Question	THREE, ANSWERING QUESTIONS, AND
4) Close	FOUR, CLOSING THE SALE.

beauty shot

THE C-16 ~~IS THE STATE OF THE ART~~ *IS A* ~~COMPUTER~~ DESIGNED AND PRICED AS A FIRST STEP INTO COMPUTING...FOR THE BEGINNER.

Spyglass EFX

SPOTTING THE BEGINNER ISN'T QUITE AS EASY AS IT LOOKS...BEGINNERS COME IN MANY SHAPES AND SIZES... YOU MIGHT THINK YOU CAN SPOT A BEGINNER BY HIS AGE...

find mime as kid. He ACTS LIKE a dummmy then whips out a calculator and starts doing heavy math.

BUT SOMETIMES THE KIDS KNOW A LOT MORE ABOUT COMPUTING THAN YOU WOULD EXPECT. NOPE, SPOTTING THE BEGINNER TAKES SOME CAREFUL LOOKING.

Mime comes in as adult "cool", whispers at cam

She ~~HE~~ MIGHT LOOK LIKE *she* ~~HE~~ KNOWS COMPUTING, THEN TELL YOU ABOUT THIS FRIEND OF ~~HIS~~ *her* WHO REALLY DOESN'T KNOW THE FIRST THING ...OR ~~HE~~ *she* MIGHT TELL YOU ~~HE'S~~ *she's* PICKING OUT A PRESENT FOR ~~HIS~~ *her* GRANDCHILD.

Mime in again as old guy...

NOT TOO EXPENSIVE YOU UNDERSTAND, BECAUSE HE'S NOT SURE IF THE KID WILL REALLY STAY WITH IT... OR., HE MIGHT JUST GO AT THE PROBLEM COLD TURKEY AND BLURT OUT THAT HE'S LET THE WORLD PASS HIM BY,...HE'S INTIMIDATED BY HIS 8 YEAR OLD DAUGHTER WHO MAKES

Mime comes in sheepish...
Confesses

HIM FEEL LIKE A MENTAL MIDGET WITH HER COMPUTER KNOWLEDGE...AND COULD YOU RECOMMEND A COURSE HE COULD TAKE ALONG WITH A COMPUTER HE COULD BUY THAT WOULD BRING HIM UP TO DATE...

C-16

AND BOY CAN YOU HELP...YOU CAN GIVE HIM
ALL THE BASICS OF COMPUTING, FOR LESS THAN
THE PRICE OF MOST COMPUTER COURSES...

NOW USUALLY, YOU'RE NOT ABLE TO SEE WHAT
HAPPENS TO A COMPUTER AFTER IT LEAVES SEARS
UNDER THE ARMS OF A CUSTOMER.

Buys it, carts
boxes off.

BUT BECAUSE ITS WHAT HAPPENS WITH THE C-16
AFTER IT GETS HOME THAT IS SO IMPRESSIVE,.
WE'RE GOING TO SHOW YOU...

Mime sets up C-16
on kitchen table with
monitor.

THE C-16 IS DESIGNED FOR TOTAL EASE OF
LEARNING...ALL THE BEGINNER HAS TO DO
IS SET IT UP...THEN, PUT IN THE KEY TO

CU tutorial CT

LEARNING COMPUTING, THE C-16 TUTORIAL.
THIS TINY LITTLE CARTRIDGE CONTAINS AS
MUCH BEGINNING COMPUTING AS MOST FORMAL

Mime looks doubtful
mime sits at table
is very tentative with
machine.

SCHOOL COURSES...AND IT IS FREE WITH THE
C-16...

LET'S WATCH AS THE C-16 TUTORIAL HANDLES THIS

As mime is going through tutorial, and the announcer is providing play by
play style coverage...ie.."He is being asked to type his name and...yes,
he's typing,...and there it is, the C-16 has accepted it, and congratulated
him for a good job. He's on his way.."
This will be interspersed with sections on SOFTWARE, and the POWERFUL
C-16, followed by QUESTIONS,...The style will be a la sports broadcast,
in which we cut away from the main action to another subject...The copy
for the other subjects will be below...

ANNCR: WHILE HE IS MASTERING THE USE OF THE CURSOR, LET'S TAKE A LOOK AT SOME OF THE SOFTWARE THAT IS AVAILABLE WITH THIS VERY POWERFUL 16K COMPUTER FROM COMMODORE.

EFX to software screens

FOR YOUNGER BEGINNERS, THERE IS THE KINDER KONCEPTS SERIES OF PROGRAMS.

CG "Kinder Koncepts"

CG "Easy Match/Easy Count"

THERE IS EASY MATCH, EASY COUNT, TO START OF A FAMILIARITY WITH NUMBERS.

CG "What's Next "
"Letters and Numbers"
CG "Letter Sequences/ The Long or Short of it"

AS ITS COUNTERPART IN WORDS, WE HAVE WHAT'S NEXT AND LETTERS OR NUMBERS...LETTER SEQUENCES AND THE LONG OR SHORT OF IT CONTINUES THE TRAINING AS DOES A LETTER

CG "A Letter Match/
More or Less

MATCH MORE OR LESS...

EDUCATION

FOR GEOMETRIC BASICS, THERE IS SHAPES AND PATTERN GROUP IT...

CG "Shapes and Patterns/
Group it"

FOR PURE FUN, THE C-16 HAS A SLEW OF NEW AND FAMILIAR GAMES...

"C.G. Jack Attack"

~~JACK ATTACK~~...

"Wizard of Wor"

BALLEY MIDWAY'S WIZARD OF WOR

"Pirate Adventure"

PIRATE ADVENTURE...

"Atomic Mission"

ATOMIC MISSION

CG "Strange Odyssey"
CG "C'est La Vie" } KILL
VIDUZZLES

STRANGE ODYSSEY

C'EST LA VIE

Mime and screen

Mime follows directions,
looks pleased.

ANNCR: WAIT, I THINK WE SHOULD GET
BACK TO ACTION...
AS THE TUTORIAL IS PROMPTING FOR _____
LET'S WATCH...
I THINK, HE IS RELAXING WITH THIS
COMPUTER A BIT...HE SEEMS TO BE A
LITTLE LESS AFRAID OF IT...

WELL THAT'S FINE...JUST WHAT WE EXPECTED
WITH NEW TUTORIAL CARTRIDGE...WELL...
WHILE HE IS CONTINUING, LET US
CONTINUE WITH ~~THE~~ MORE SOFTWARE FOR THE
C-16...

CG and SCREENS:

"Type Right" } ED

"Easy Script"

PRODUCTIVITY

"Easy Calc"

THERE IS A TYPING COURSE AVAILABLE FOR
THE WRITERS OUT THERE...~~TYPE RIGHT~~ *Typing Professor*...
A QUICK AND SIMPLE COURSE...
AND YOU CAN DO EVEN MORE WRITING WITH
~~EASY SCRIPT~~ *Script Plus*, ONE OF THE MOST SOUGHT
AFTER OF ALL THE COMMODORE PROGRAMS.

AND ITS COUNTERPART IN THE AREA OF
MATHEMATICS IS THE EQUALLY SUCCESSFUL
~~EASY CALC.~~ *Calc Plus.*

Mime at computer

mime is now totally
enjoying this...

At this the Mime turn
at Cam and looks miffed

Mime, satisfied, continues

CG pilot }EDUCATION

USE
EASY CALC →

— screen of spread sheet
{ screen of simple game
{ screen of pictures   } C-16
  screen of various graphics. } CS?

mime at computer

mime looks at cam very
proud, almost smug,... } CS?
He has just drawn a
complicated graphic.

WELL, I SEE HE'S ADVANCED FURTHER IN THE
C-16 TUTORIAL...TO_____.
I THINK WE MAY HAVE CONQUERED THE
COMPUTER BLOCK A LOT OF BEGINNERS SEEM
TO HAVE ON OCCASION...YOU KNOW ITS A
RARE PROBLEM WITH YOUNGER BEGINNERS...
BUT ONE THAT SEEMS MORE PREVALENT THE
OLDER THE BEFINNER IS...

OF COURSE, WE'RE NOT IMPLYING ANY AGE
DESCRIPTION HERE...JUST MAKING A
GENERAL STATEMENT...

(HASTILY) AND NOW TO THE LAST CATEGORY OF
PROGRAMMING, BUT CERTAINLY NOT LEAST...
PROGRAMMING... INDEED THIS IS THE AREA THAT
CAN REALLY TURN THE BEGINNER INTO AN
EXPERT...
PILOT II, INTRO TO BASIC 1 AND INTRO TO
BASIC 2, TAKE THE BEGINNER RIGHT THROUGH
THE PROCESS OF PROGRAMMING HIS OWN SOFTWARE
PROGRAMS TO HELP WITH SPECIFIC TASKS HE
MIGHT HAVE, OR PROGRAMS TO MAKE UP NEW
GAMES, OR ANY OF A WHOLE UNIVERSE OF
PROGRAMMING...

WELL, LET'S SEE HOW WE'RE DOING...

I SEE HE'S LEARNED TO USE THE GRAPHICS
PORTION OF THE KEYBOARD...I WOULD SAY
THAT IS VERY IMPRESSIVE...IN A VERY SHORT
TIME, THIS BEGINNER HAS PROGESSES A VERY
LONG...IT WILL NOT BE LONG BEFORE THE
WORD BEGINNER NO LONGER APPLIES...

AND WHILE HE IS CONTINUING THIS PROGRESS,
LET'S TAKE A LOOK AT THE FULL POWER OF THE
C-16.

Beauty shot of C-16 with EFX

IT HAS, AS WE HAVE SAID, A FULL 16K RAM...
AS WELL AS 32K ROM... THAT IS A SIZEABLE
MEMORY PACKAGE...THAT CAN BE MADE LARGER WITH
THE ADDITION OF A CASSETTE OR DISC DRIVE
UNIT. IT HAS COLOR, ONE HUNDRED AND
TWENTY-ONE COLORS, TO BE EXACT...

screen rapidly changes colors

CS?

AND TWO-TONE GENERATORS, FOR SOME
INTERESTING SOUND EFFECTS. IT HAS TEXT
GRAPHICS, HIGH RESOLUTION GRAPHICS, SPLIT
TEXT WITH HIGH RESOLUTION GRAPHICS AND
SPLIT SCREEN WITH HIGH RESOLUTION GRAPHICS...
these ARE ALL ELEMENTS GENERALLY FOUND
IN MORE EXPENSIVE, MUCH MORE POWERFUL
COMPUTERS...

Screen shots...

CS?

AND HERE'S ANOTHER CHARACTERISTIC OF THE
C-16 THAT IS NORMALLY FOUND IN MUCH MORE
EXPENSIVE MACHINES, ADVANCED BASIC...OR
BASIC 3.5. IT IS THE SAME BASIC COMMODORE
HAS PUT IN THE VERY POWERFUL PLUS 4, AND
IS A GREAT LEAP FORWARD IN COMPUTER DESIGN.
IT'S PRIMARY RESULT IS TO INCREASE THE
NUMBER OF COMMANDS BUILT RIGHT INTO THE
MACHINE. AS A RESULT, THE OPERATOR CAN DO
MORE WITH FEWER STROKES...THE C-16 HAS
"OVER 100 COMMANDS, STATEMENTS AND FUNCTIONS
BUILT RIGHT IN.., FOR EXAMPLE THE FUNCTION
KEYS...

Mime is pushing a
function key. Pleased
as he continues.

I BELIEVE HE IS NEARING THE END OF THE
TUTORIAL...HE IS AT THE LAST STEP AND
SEEMS TO BE GOING STRONG...
AS HE COMPLETES THIS LAST STEP, LETS COVER
AN AREA IN WHICH THERE MAY BE SOME QUESTIONS
THAT IS FITTING THE C-16 INTO THE REST
OF THE COMMODORE LINE-UP...

VIC 20 shot
replaced by C-16

BASICALLY, THE C-16 IS A REPLACEMENT FOR
THE VIC 20...AS YOU KNOW THE VIC 20 IS
THE BIGGEST SELLER, WORLD WIDE IN HOME
COMPUTERS, AND WITH THAT KIND OF SUCCESS,
THE PEOPLE AT COMMODORE TOOK A LONG HARD
LOOK, BEFORE COMING OUT WITH A REPLACEMENT...

Bea shots and screens

THE C-16 IS BETTER, FASTER, MORE POWERFUL,
MORE ADAPTABLE, MORE THAN ITS HIGHLY
RESPECTED PREDESCESSOR...AND WE AT (SEARS,
K-MART, YOUR STORE) ARE VERY PROUD OF IT...
WITH ADVANCED BASIC, WITH NEARLY TRIPLE
THE RAM, WITH BUILT-IN COMMANDS, AND
FINALLY WITH COMPATABILITY WITH THE PLUS
4 SOFTWARE, THIS NEW INTRODUCTORY COMPUTER
OFFER IS STATE OF THE ART....AND ALL OF THAT
IS AVAILABLE AT THE LOWEST PRICE IN
COMMODORE HISTORY, LESS THAN 100 DOLLARS.
IT BRINGS TO THE BEGINNER, THE ABILITY

mime stands up
dramatically, walks
out of shot...

TO LEARN COMPUTING AND TO HAVE A POWERFUL
COMPUTER ALL FOR LESS THAN THE PRICE OF
MANY COMPUTING COURSES...ONE WAY TO THINK OF
IT IS HAVING A COURSE IN COMPUTING, WITH A
REAL COMPUTER THROWN IN AS PART OF THE FUN.

He's walking past the
broken parts of computers,
past the stool and the
dunce hat...past the C-16
display up some stairs to
a bright orb...

WHEN YOU SHOW A BEGINNER THIS NEW C-16
YOU'RE OFFERING HIM A CHANCE TO JOIN
THE NEXT GENERATION, TO ENTER A NEW
WORLD. A WORLD OUR BEGINNER NEVER
THOUGHT HE WOULD BE ABLE TO ENTER,...
AND POSSIBLY NEVER WOULD HAVE, EXCEPT FOR
A GREAT NEW PRODUCT FROM COMMODORE, AND
PROFESSIONAL SALES FROM SEARS...

(ROCKY TYPE MUSIC)

Looks at cam and looks
down(as though at other
beginners) , exaggerated
cam gives thumbs up sign
and winks.

The Commodore 16. It brings you into
IT'S A WORLD WHERE THE INTIMIDATED
BECOME THE INTIMIDATOR...WHERE BEGINNERS
ASPIRE TOO. A WORLD OF...THE EXPERTS...

Brought to
all

brought to you by
andy finkel